

## **REMARKS**

### **Summary**

Claims 45-74 were pending. In the present response, claims 58-68, 70, and 74 have been amended. The amendments are entered to improve readability of the claims, and not for overcoming the cited references. All amendments are fully supported by the original disclosure. No new matter has been introduced.

Accordingly, claims 45-74 remain pending and under consideration.

### **Objections to the Specification**

The Specification was objected to as failing to provide antecedent basis for the subject matter of claim 73. Applicant traverses the objection in light of the remarks below.

Claim 73 recites “means for” language, and the present objection seeks an indication of the structure that performs such function(s). Throughout the Specification there is teaching of computing devices and associated devices to perform the structures. See, for example, page 12, line 10 to page 14, line 4; page 15, line 13 to page 17, line 23; and page 23, line 17 to page 24, line 3. Exemplary structure for a “means for receiving” may be found in the recited client devices, such as client device 116. Exemplary structure for a “means for causing” may be found in service provider 106 and personality profile service 125. Such features may further be embodied in a computing device, such as system 1002. Exemplary structure for a “means for transmitting” may be found in communication interfaces 1010.

Applicant thus respectfully submits that sufficient structure is provided in the present Specification to support for the “means for” recitations of claim 73. Applicant therefore requests reconsideration and withdrawal of the objection.

### **Rejections Under 35 USC 112, Second Paragraph**

#### Claims 58-63

Claims 58-63 were rejected for reciting the term “apparatus.” Claims 58-63 have been amended to recite a “computing device” instead of an “apparatus” to address the concerns raised.

#### Claims 64-68

Claims 64-68 were rejected for reciting the term “medium.” The scope of the term “medium” would be clear to those of skill in the art in light of the Specification. In claim 64, the term “medium” refers to a tangible element readable by a computing device. Typical computer readable mediums may include diskettes, compact disks, mass storage devices, hard disks, etc. Such language is consistent with its ordinary and well-understood usage.

In addition, Figure 10 and the associated text on pages 23-24 provide disclosure of an exemplary computing system, including mass storage devices and a distribution medium. The term “medium” as used in claims 64-68 refers to such tangible embodiments as provided in these portions of the Specification. Such an interpretation of the claim terms is consistent with the understanding of one of skill in the art.

#### Claim 70

Claim 70 was rejected for lack of clarity. The language of claim 70 recites three operations that may be enabled singularly or in combination. Claim 70 has been amended to clarify this scope.

#### Claim 73

Claim 73 was rejected was rejected for lack of clarity. As noted above, the various “means for” recitations of claim 73 are supported by the Specification. In light of the disclosure provided in the Specification, claim 73 is clear as written.

Applicant thus respectfully requests reconsideration and withdrawal of the rejections.

#### **Rejection Under 35 USC 101**

Claim 74 was rejected under 35 USC 101 as directed to non-statutory subject matter. Claim 74 has been amended to recite operations performed by a computing device thus obviating the rejection.

### **Rejections Under 35 USC 102**

Claims 45-74 were rejected under 35 USC 102(e) over Shiloh (US 2001/0037316) or Shiloh (US 7412422) (hereinafter the references will be referred to collectively as “Shiloh” unless otherwise indicated). Without addressing the eligibility of these references, Applicant respectfully traverses the rejection.

Shiloh provides an Anonymous Virtual Personality Provider (AVPP) configured for the creation and use of virtual entities for performing various actions on-line anonymously by a user. Shiloh keeps the “real world” and “virtual worlds” separate in an attempt to maintain anonymity of the user, even within the AVPP system. However, Shiloh does not teach the dynamic generation of a personality profile having one or more personality characteristics based at least in part on content of a service provided by a service provider, as recited in claim 45.

In claim 45, the profile that is generated and the personality characteristics that are provided to the first server are “based at least in part on content of a service provided by the first service provider,” and that the first service provider is the party who requested “the registration information.” Such a feature is supported in the Specification, for example from page 11, line 13 to page 12, line 8, in which the provided personality characteristics are determined from information about the service(s) offered by the service provider. The recited feature defines the provided personality characteristics in part by content of the service(s) offered by the service provider. As an example, as indicated at page 11, lines 13 to page 12, line 8, a user may submit a personality profile to a golf website that highlights the users interest in golf (i.e., the content of the site (golf website) may affect the particular personality profile generated/provided to the website).

No such teaching is cited in Shiloh. At page 7 of the Office Action, the above-mentioned portion of claim 45 is quoted, but no corresponding teaching of Shiloh is identified. Applicants submit that no such corresponding teaching is present in Shiloh, and that claim 45 is patentable over Shiloh.

Claims 52, 58, 64, 69, 73, and 74 contain language similar to that of claim 45 and thus are patentable over Shiloh for at least the same reasons discussed above with respect to claim 45.

Claims 46-51, 53-57, 59-63, 65-68, and 70-72 are dependent, directly or indirectly, on claims 45, 52, 58, 64, 69, 73, and 74, and thus are patentable over Shiloh for at least the same reasons discussed above.

### **Conclusion**

In view of the foregoing, Applicant respectfully submits that claims 45-74 are in condition for allowance and early issuance of a Notice of Allowance is respectfully requested.

If the Examiner has any questions, the Examiner is invited to contact the undersigned at (503) 796-2844. Please charge any shortages and credit any overages to Deposit Account No. 500393.

Respectfully submitted,  
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